



**PAD 25.04**

**Making meaning out of  
information.**

**AALTO VENTURES PROGRAM**

# P.O.I.N.T analysis

P = **Problems** you observed

O = **Opportunities** you can see

I = **Insights** you gathered

N = **Needs** people have

T = **Themes** that stand out

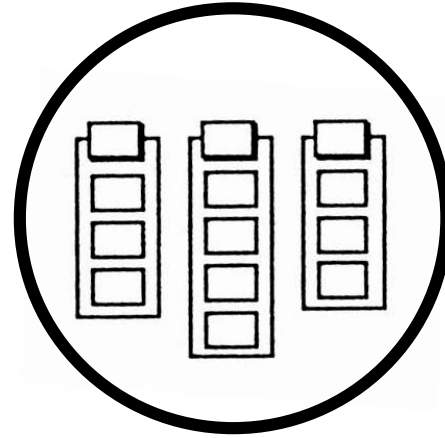
Task:

Do an observation about bikes' usage in  
Otaniemi

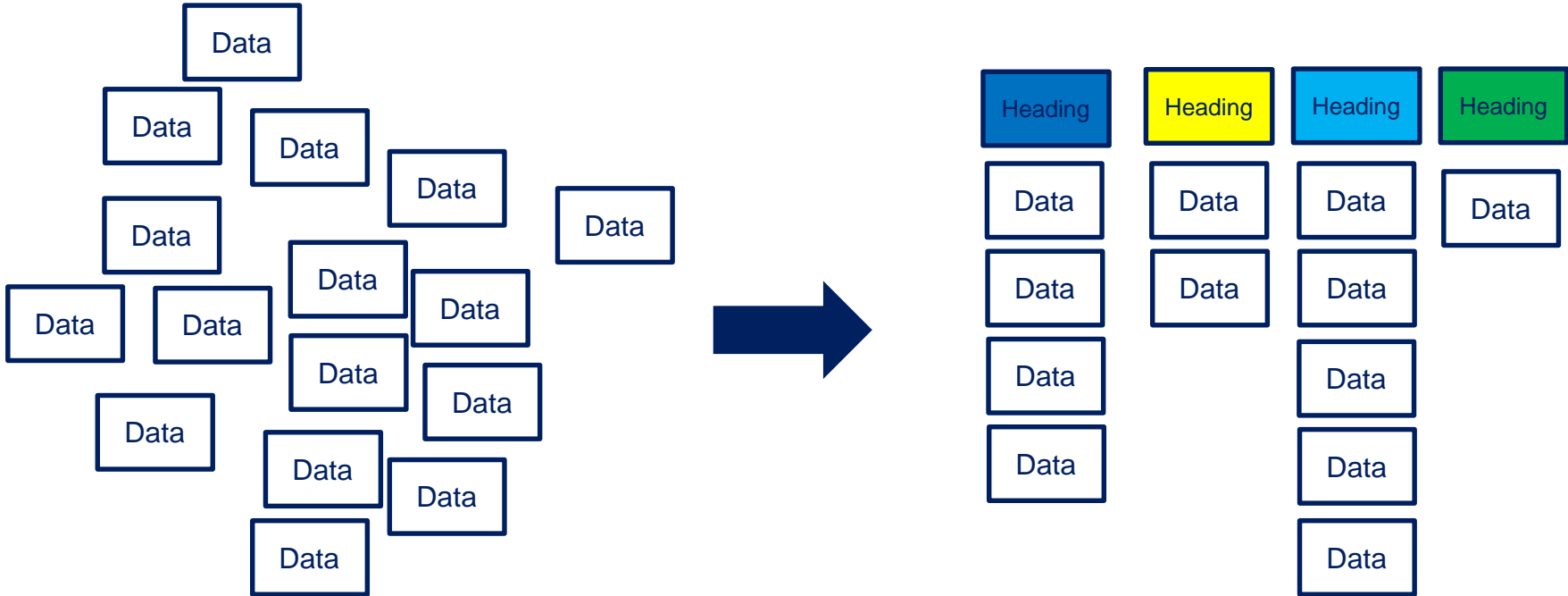
or

Interview people with computers and without  
pads/surface in Otaniemi

# AFFINITY DIAGRAM



# Affinity diagram



CHECKOUT RETURN SIGN UNCLEAR

COAT RACK HIDDEN

only one cashier

Emp between Solid counter & glass counter

INFO DESK/REAR PROJECTED TO MAIN DOOR

Clean interior and nice tables

Special is not too strong

SALAD PLATES MISSING

skip the bread table

Missing Trays

Confused about Menu with the Supplement

SIGNS IN FINNISH

TRASH BINS CONFUSING

Plenty of space

IS SOAP BOWL = SALAD PLATE?

SOUP ENTERS CONFUSED

BACK DOOR VS MAIN DOOR

BIL MUSHKA AND RACED TOO HIGH

Noise Instruction

SALAD IN GOOD PLACE

Lack of space in bread table

NAPKINS TOO CLOSE TO CASHIER

USED NAPKIN SHOULD BE LAST

BREAD AFTER CASHIER

ONLY ONE CASHIER

Short Cashier, Slowful

My table - many coffee cups

20-30 customers / day

FORGET TRAYS WHEN PAYING THE BILL

ONLY ONE CUPBERRY LITTLE BIN

TRASH BINS SIGNS CONFUSING

Lack of specified procedure

invisible seats & oil

TOO SHORT PAYMENT COUNTER

English Menu

Open how needs Extension

invisible seats & oil

GLASS RETURN BILLS DIFFERENT TO MAIN BIN

Misc light vs. cold feeling

Restaurant NAME???

Busy paying the bill

TOILET HARD TO FIND

MAIN DISH vs SUPPLEMENTS?? (PRICES)

LACK OF BARRIERS & D.I.P.

Mixed forks & knives

Solid plus a soup

One plate policy

TOO SMALL TOILET

CASHIER DESK TOO SHORT

TRAYS ARE HIDDEN

QUIET ATMOSPHERE

LOCATION IS OK

NOT TOO CROWDED

hidden coat rack & table

CONFUSION ENTER/EXIT DOORS

Donna how much food one can take

cashier menu board

FRUITS AVAILABLE WITH SALAD 😊

A LA CARTE vs NORMAL LINE?

LARGE SPACE

hidden coat rack & table

OVERALL VERY PRACTICAL

BREAD DESK TOO SHORT

FORKS & KNIVES UPSIDE DOWN

HIDDEN KETCHUP & CO.



EATER/EXIT DOORS

(CROWDED)

RETURN SIGN UNCLEAR

SMALL TOILET

DESK TOO SHORT

ATMOSPHERE

NO APPT. IN THE END

Solid counter & glass counter

playing the bill

only window in outside

COAT RACK HIDDEN

Misc light vs cold feeling

Restaurant NAME???

MUSHKA SALAD PLATES

LOCK OR BARRIERS? D.I.P.

skip the bread table

invisible seats & oil

BIL MUSHKA AND RACED TOO HIGH

LOCATION IS OK

Spacious & not too noisy

Clean interior and nice tables

NAPKINS TOO CLOSE TO CASHIER

LARGE SPACE

BREAD DESK TOO SHORT

BREAD AFTER CASHIER

TOILET HARD TO FIND

SALAD IN GOOD PLACE

hidden coat rack & table

OVERALL VERY PRACTICAL

Plenty of space

ALL CARTE vs NORMAL LINE?

Lack of space in bread table

HIDDEN KETCHUP & CO.

BACK DOOR VS MAIN DOOR

FORGET TRAYS WHEN PAYING THE BILL

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FOOD



## How use stickers?



**Only one short  
sentence on the  
sticker**



## How to make?

1. Individually, write your findings one by one on stickers and glue them on the sheet
2. In team start grouping findings that have connections with each other based on qualitative similarities.

Things to avoid at this point:

- too big groups
  - self-evident categories (problems, solutions, etc.)
3. Create an insight header for each group.

You can break or combine groups to form new ones.

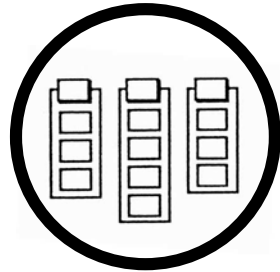




**I saw /  
heard this** + **I know  
this** = **Insight**

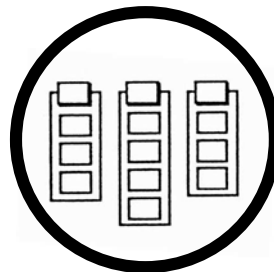
# TASK #1

- Make an affinity diagram of your data;
- Create the headings for clusters – **20 min.**



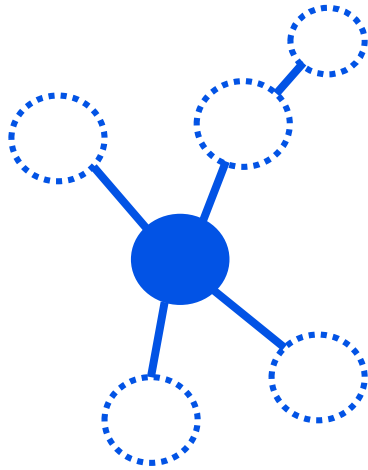
# TASK #2

Rename the clusters  
– 20 min.

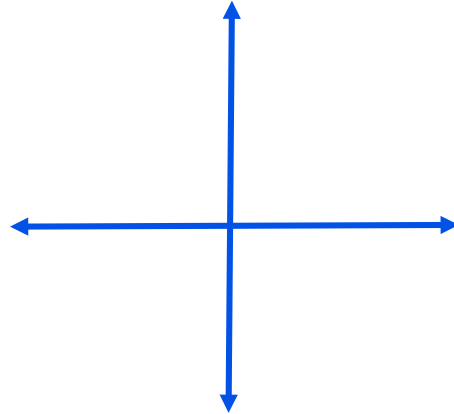


## Frameworks for your analysis

Can you frame your insights using one of the models below?



**Relational  
map**

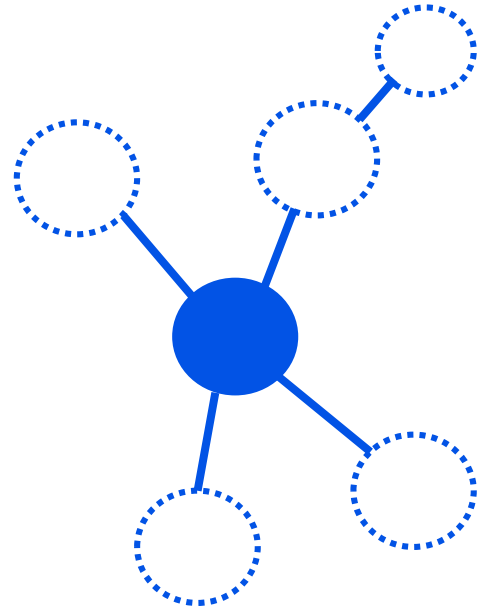


**Two-by-two  
metrics**

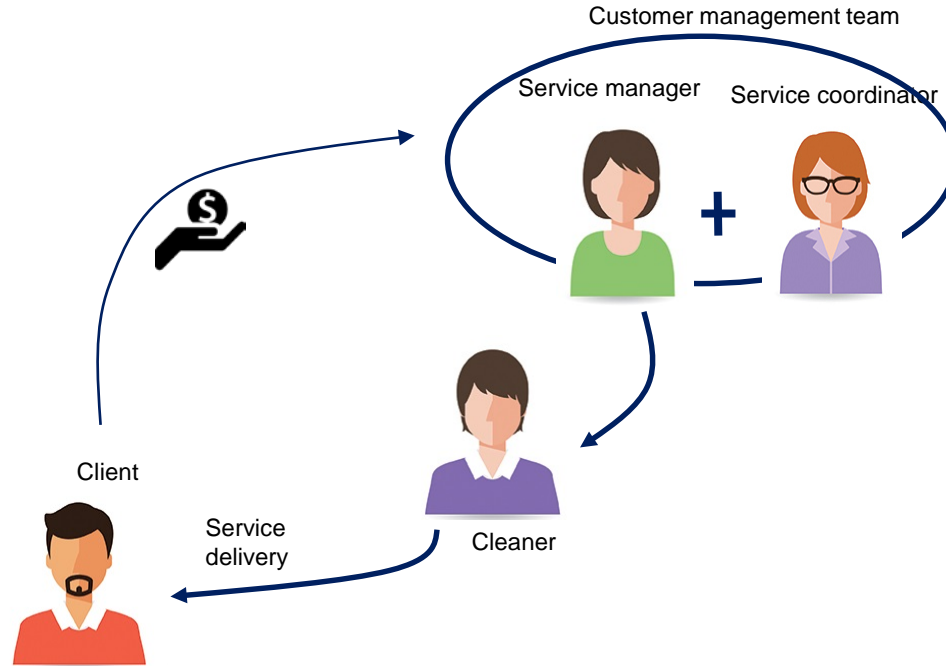
## Relational map

The way to visualize connections with different project stakeholders.

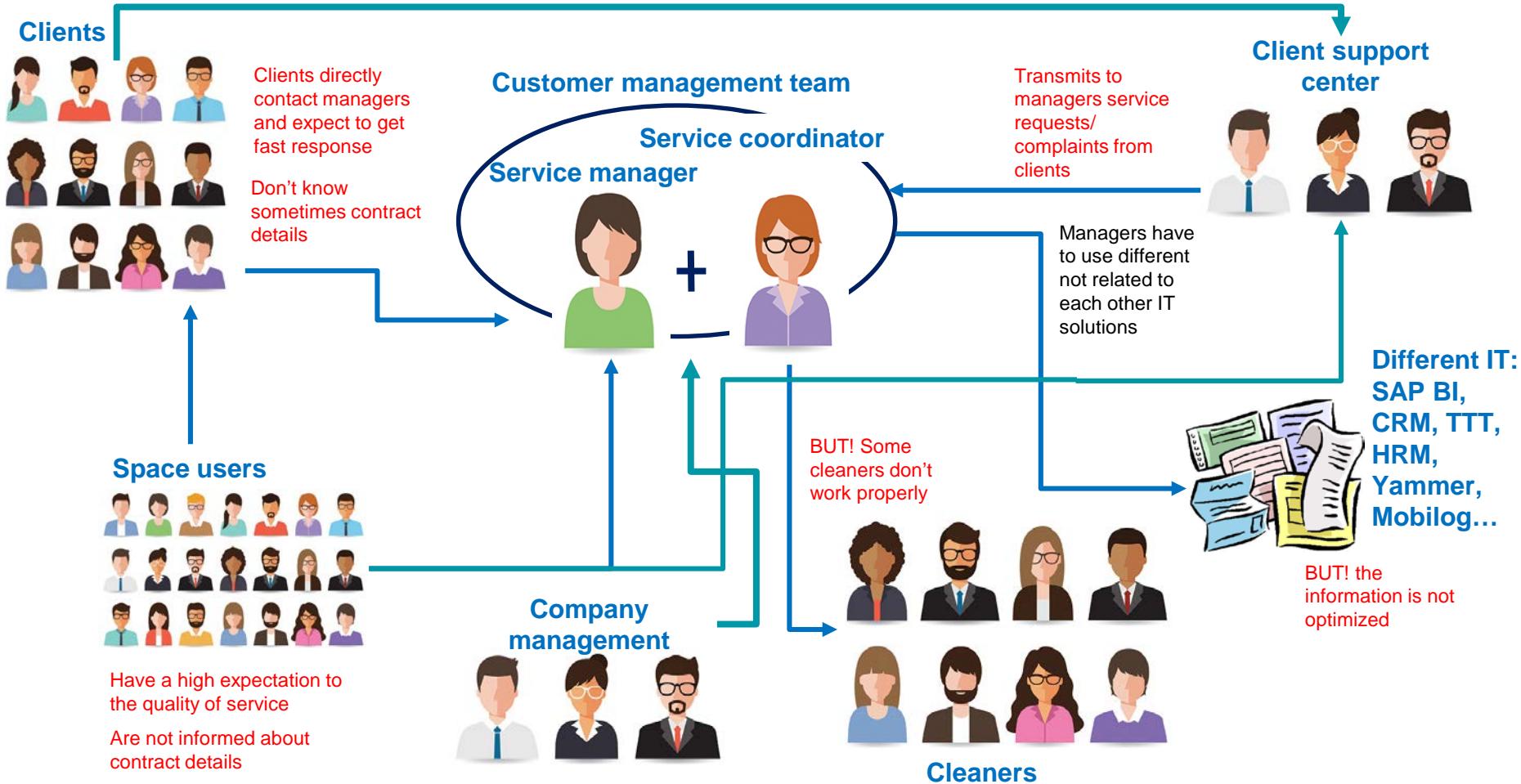
Put in the center your core user and try to map all possible interactions, situations, transactions that he/she encounters related to your design case.



## Simple scheme – cleaning service delivery



# Actual scheme – cleaning service delivery



## Two-by-two metrics

Help to identify different behavior patterns of customers.

### Possible metrics:

- Tech savvy / not tech savvy
- Innovator / conservative
- Social / alone
- Etc.

People's trait / character



People's behaviors are changing



is changing from A to B

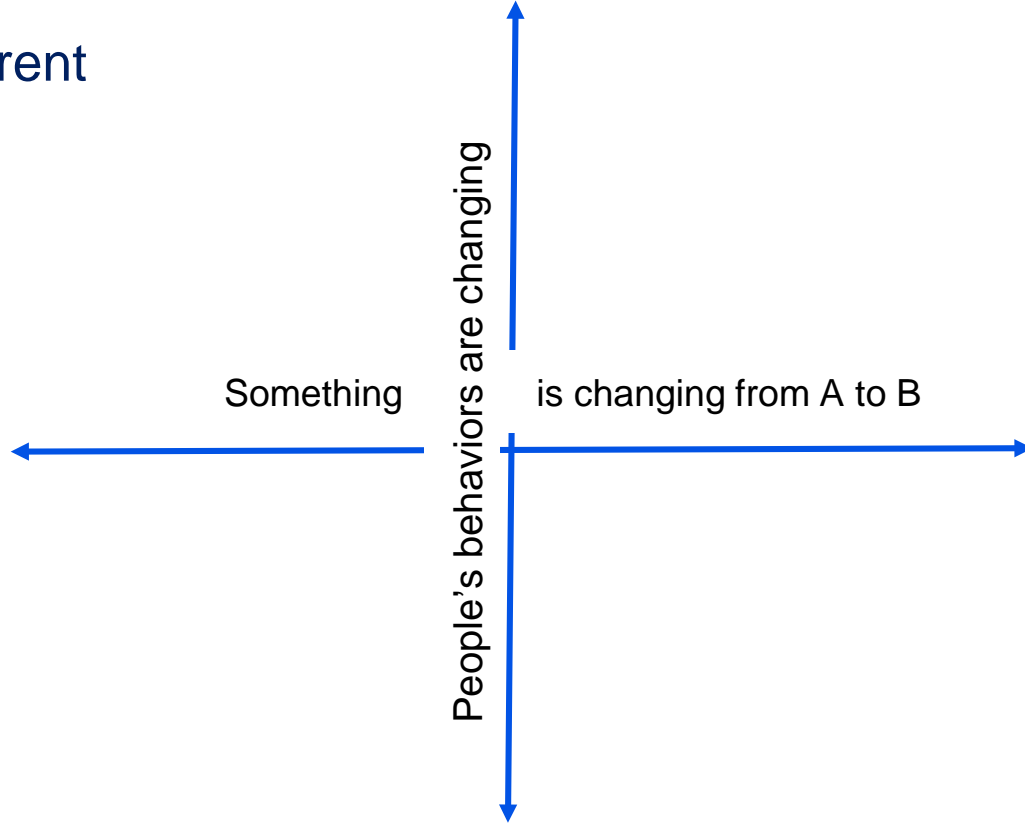


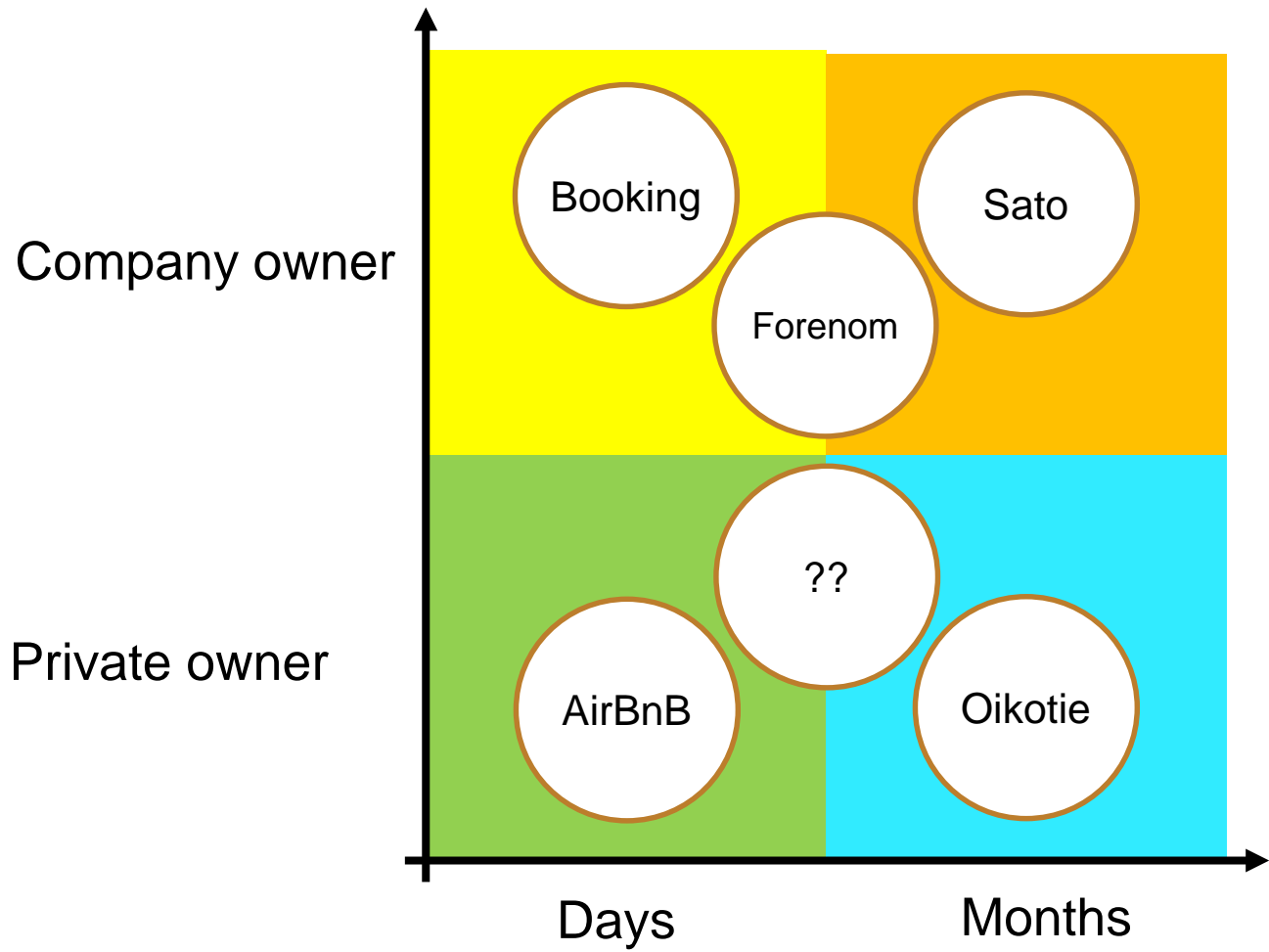


## Two-by-two metrics

Help to identify different patterns of

- Customers
- Markets
- Competition
- Outcomes
- ....



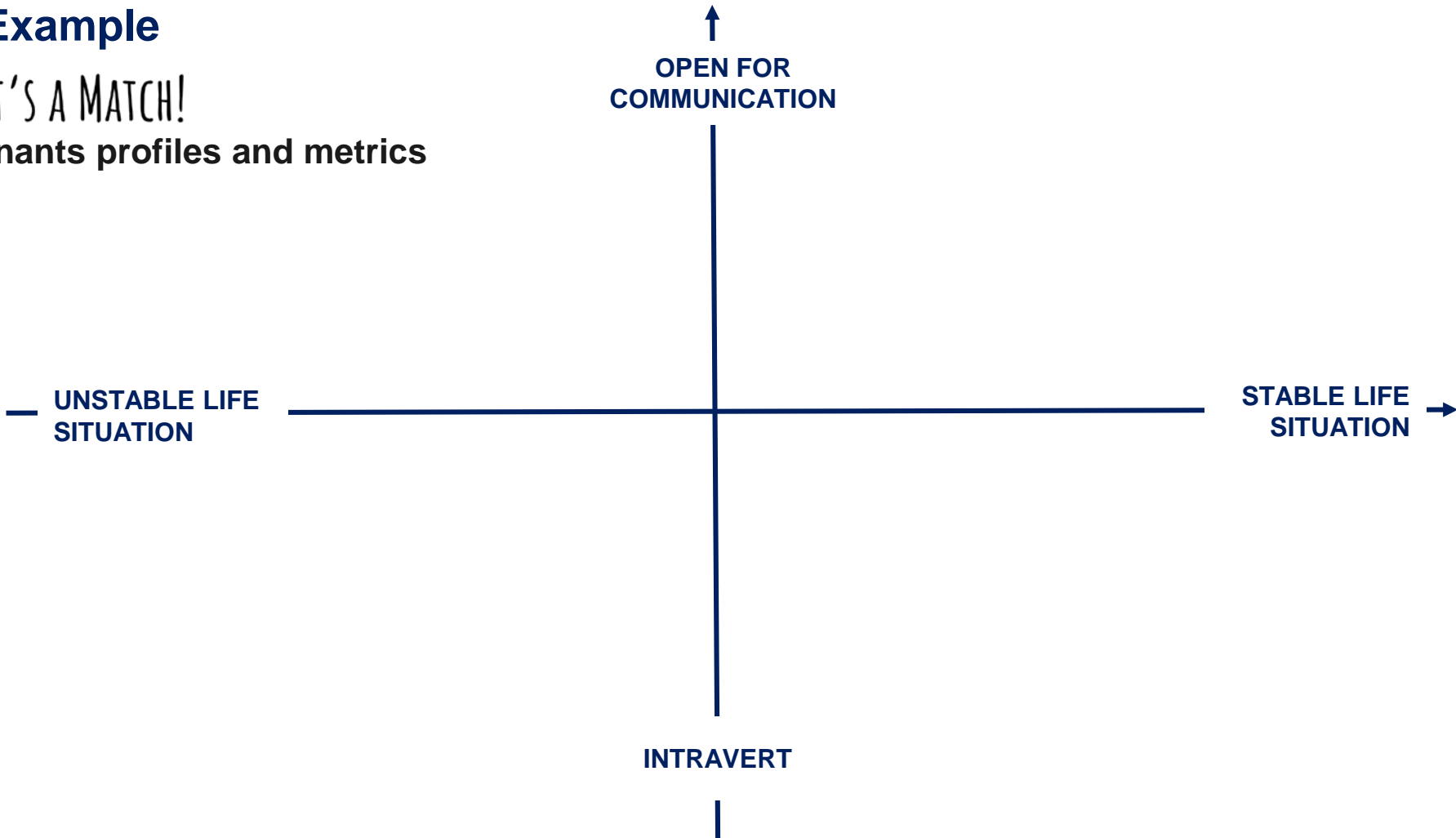




# Example

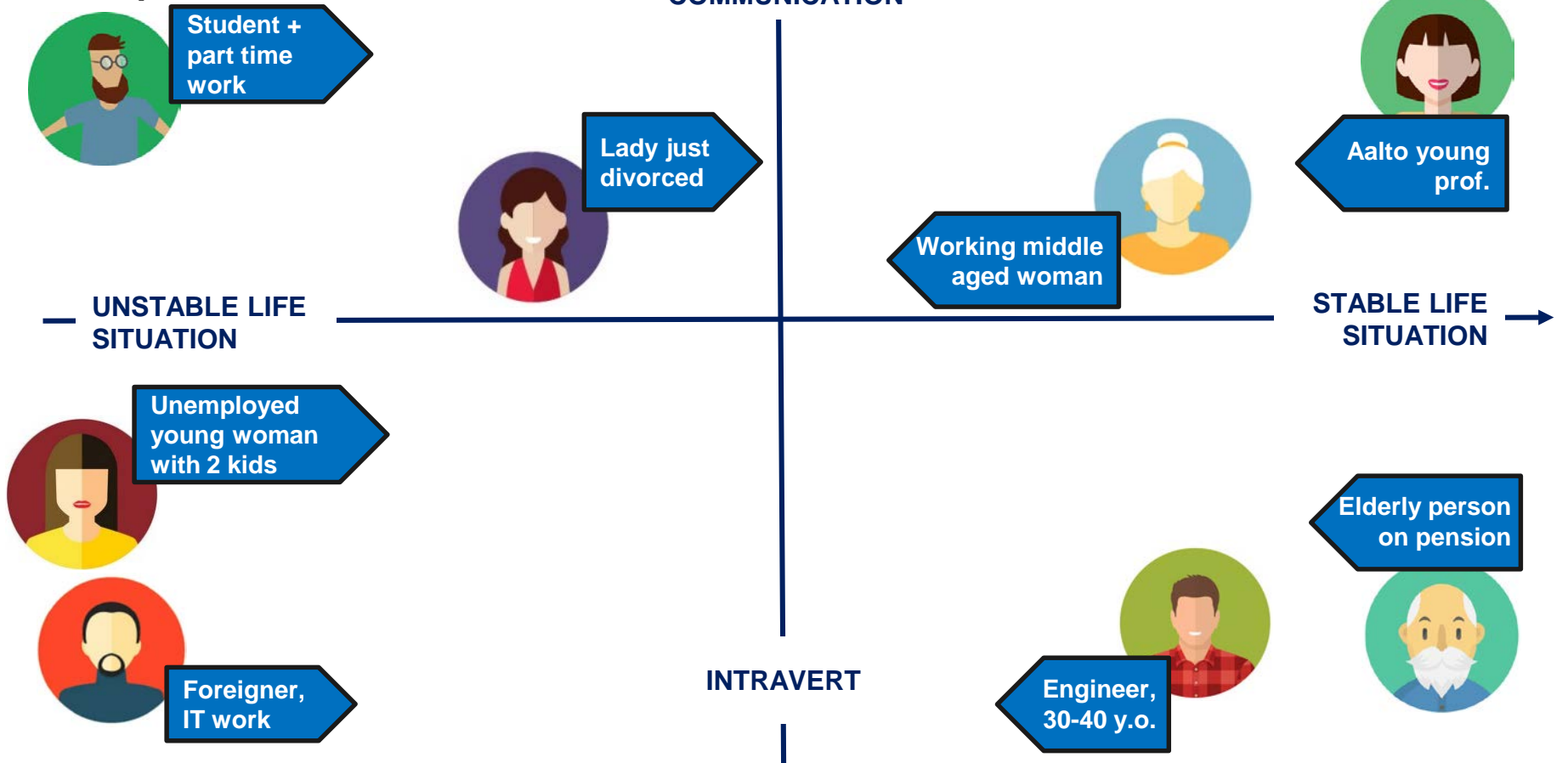
IT'S A MATCH!

Tenants profiles and metrics



IT'S A MATCH!

### Tenants profiles and metrics



# Example

Project: KAUPUNKI  
KAIKILLE Helsinki  
vuonna2030

## Scenario Map 2030

### CITY as a Commons

The Scenario map is a visual tool for service design using a City as Commons framework. Four different scenarios — CREATIVE Knowledge City, CIVIC Sharing City, SMART Service City and RESILIENT Welfare City — can be used to create new Citizen Actions that empower citizens to create stronger cities together for the future.

// HOW TO USE THE MAP  
The map is divided into four corners — each one a future scenario (vision). Each scenario includes DRIVERS for change and Trends. Every scenario contains a Citizen persona to describe everyday life of future citizens.

Citizen Action is placed in the middle, as the overarching goal for design. Actions can be created by using four types of citizen participation: Do-it-yourself actions can create Dynamic Helsinki. Co-production actions can create Carbon Free Helsinki. Co-management actions can create Functional Helsinki. Being served actions can create Caring Helsinki.

Served actions can create Caring Helsinki.  
Citizen Democracy can be built on four types of participatory organisations. The most democratic participation mode is Consensus — in at the top of the hierarchy (Providing Services).

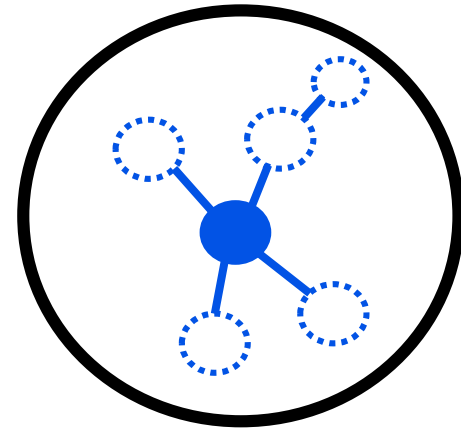
City of Helsinki  
Participating, Flagship, Commons  
Map axis:  
- Degree of active involvements  
- Degree of collaborative involvement  
- Global / Local Mindset



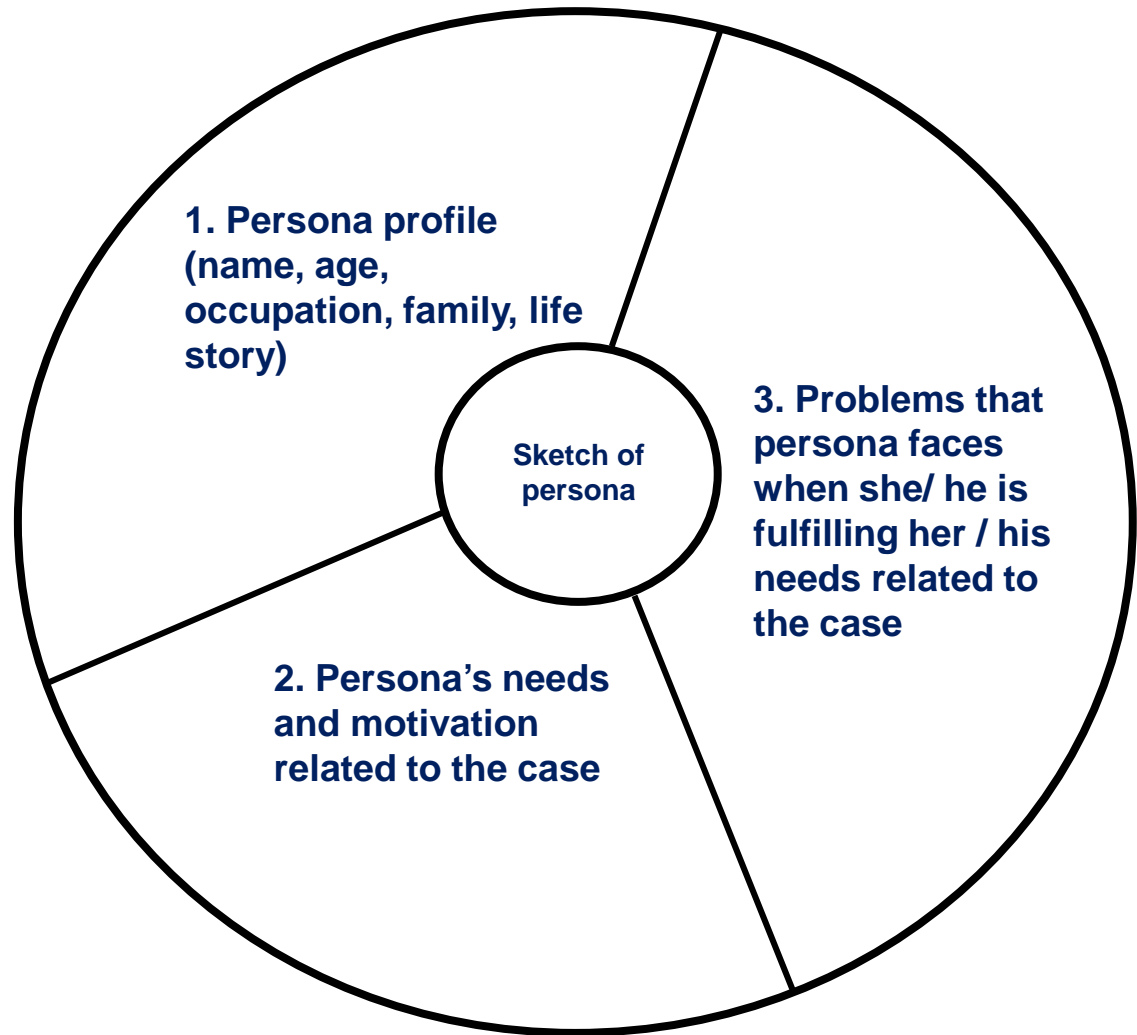
# TASK #3

In group make relational map or metrics for your design case

30 min.



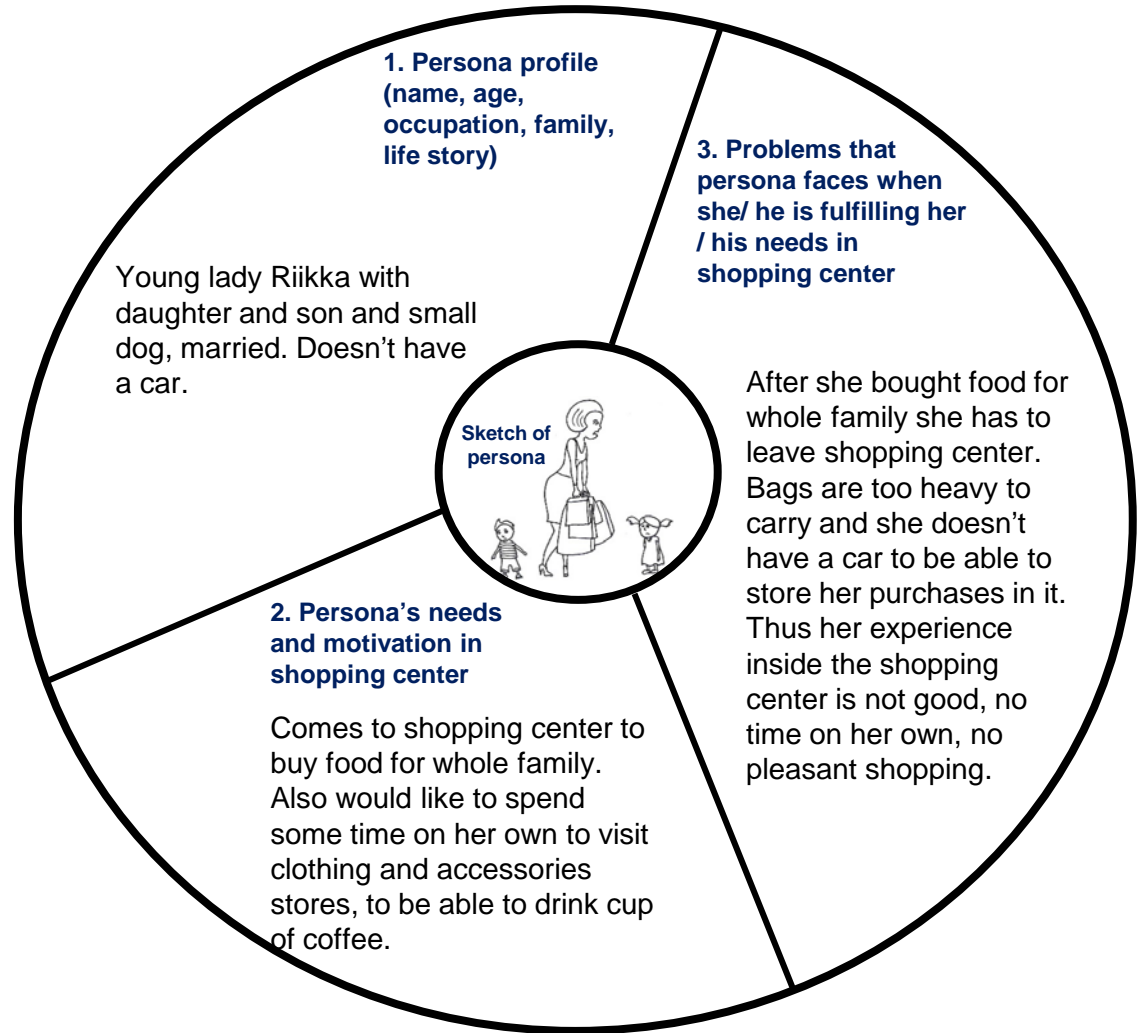
# Customer segment



# Example of filled canvas

Segment chosen - Lady with kids

Case – Iso Omena Shopping center

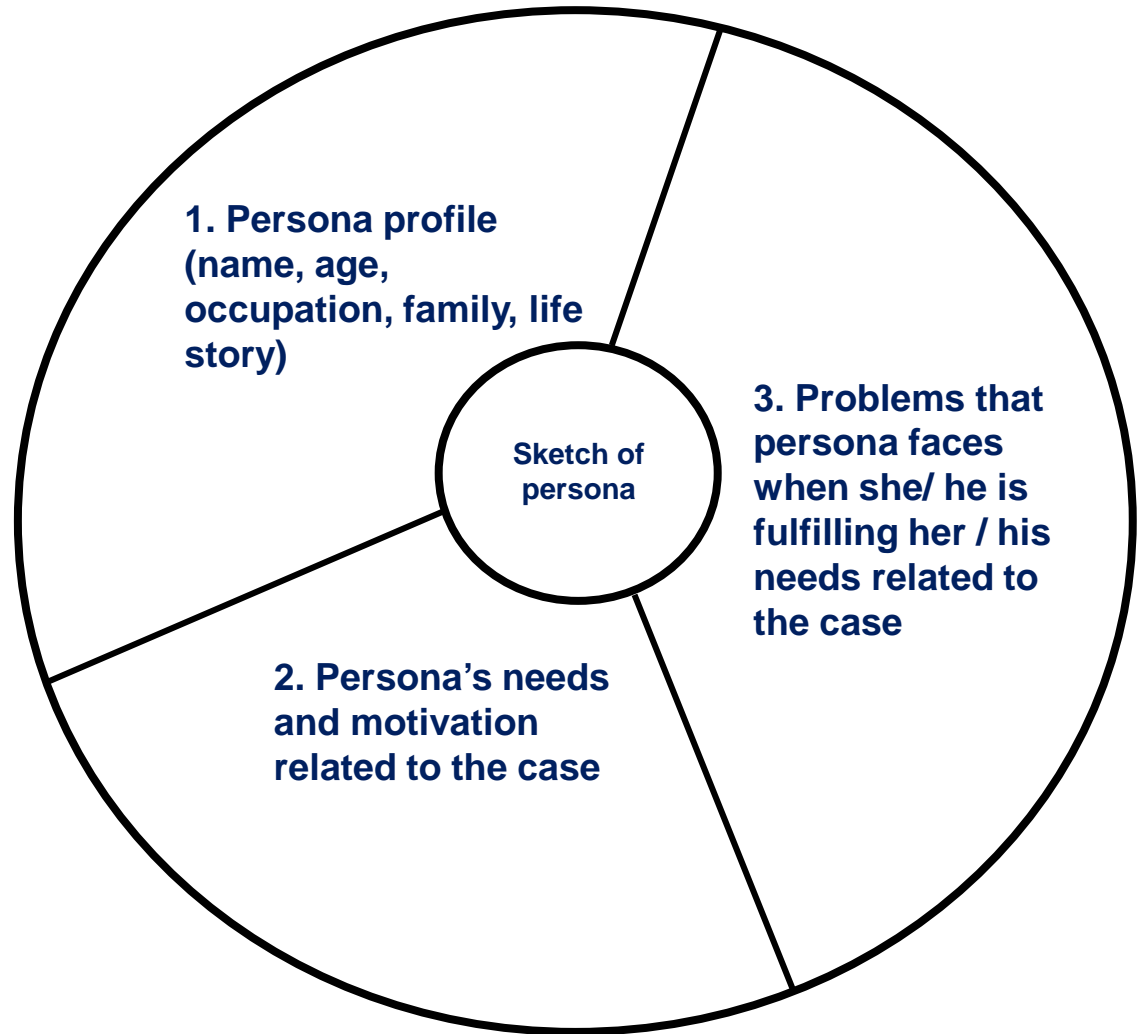


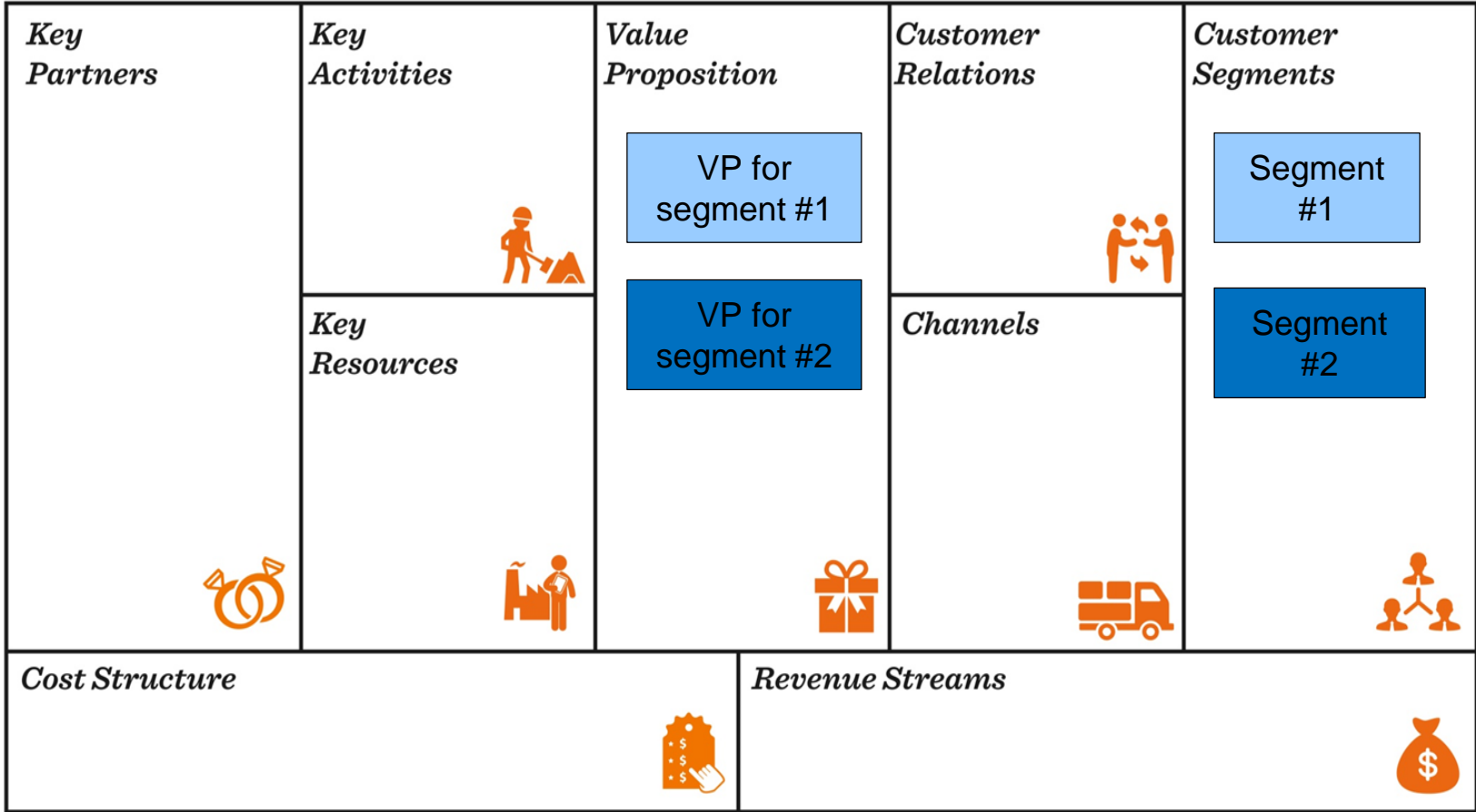


# Customer segment

Min. 2 segments per each group!

**30 min.**





Week	Mon	Tue	Wed	Thu	Fri
16		16.4. Introduction Eero 9-12	17.4. Brief Microsoft Keilaranta 9-12	18.4. Theory of PA, Katja Hölttä-Otto 9-10 Brief Helkama Otaniemi 10.30-12.30	EASTER HOLIDAY
17	EASTER HOLIDAY	23.4. User Research AVP 9-12 Tutoring Eero 12-16	Independent Work	25.4. Customer Segment. AVP 9-12 Company Cases Heli Säde 13-16	Independent Work
18	Independent Work	30.4. User Testing AVP 9-12 Tutoring Eero 13-16	1st of May / VAPPU	2.5. Tutoring Heli 9-12	3.5. Excursion Helkama whole day Hanko
19	Independent Work	7.5. Q&A Sessions AVP 9-12 / Tutoring Eero&Heli 12-16	8.5. Mid-review: Microsoft 9-12	9.5. Mid-review: Helkama 13-16	Independent Work
20	Independent Work	14.5. Q&A Sessions AVP 9-12 / Tutoring Eero&Heli 12-16	Independent Work	16.5. Tutoring Eero&Heli 9-16	Independent Work
21	Independent Work	21.5. Presentation Skills AVP 9-12 / Tutoring Eero&Heli 12-16	22.5. Tutoring Eero&Heli 9-12	23.5. Final Presentation: Helkama 13-16	24.5. Final Presentation: Microsoft 9-12

## **Assignment before next session the 29th of April:**

- Keep going with interviews with end users;
- Refine / add additional customer segments;
- Prepare a short oral presentation about your customer segments;
- Upload BMC with customer segments in MyCourses (each team in the Forum (work in progress)).

# Thank You!

If you have questions feel free to contact:

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- [hakan.mitts@aalto.fi](mailto:hakan.mitts@aalto.fi)

